

### **REMARKS/ARGUMENTS**

The Office Action has been carefully considered. It is respectfully submitted that the issues raised are traversed, being hereinafter addressed with reference to the relevant headings appearing in the Detailed Action section of the Office Action.

#### ***Claim Rejections - 35 USC 102***

The Examiner has rejected claims 1 to 15 under 35 U.S.C. 102(e) as being anticipated by Kepecs (US 2004/0200898).

The Applicant respectfully submits that the present claim 1 is not anticipated by Kepecs.

In particular, claim 1 describes a method of enabling an anonymous electronic redemption of a token printed as a part of a product label by transmitting token data, the product identifier and alias ID to a token administrator. Claim 1 requires that the computer system assigns an alias ID to the token data, where the token data was captured due to sensing coded data of the product label.

The Applicant fails to see any description in Kepecs of having the computer system assigning an alias ID to the token data, and transmitting the token data, product identifier and the alias ID in order to redeem the token.

In contrast to claim 1, Kepecs describes an identifier being read by a POS system, where the identifier is associated with a loyalty program if the identifier is a limited ID (see abstract, Figure 3). Kepecs does not describe assigning an alias ID to token data. It will be appreciated that assigning an alias ID can allow for further anonymity and user protection (see for example, page 28, line 10 to page 30, line 15 of the present specification).

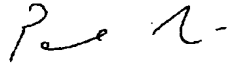
Therefore as Kepecs does not show or describe all features of claim 1, claims 1 to 15 are not anticipated by Kepecs.

**CONCLUSION**

In view of the foregoing, it is respectfully requested that the Examiner reconsider and withdraw the rejections under 35 USC § 102. The present application is believed to be in condition for allowance. Accordingly, the Applicant respectfully requests a Notice of Allowance of all the claims presently under examination.

Very respectfully,

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